

PureData powered by Netezza Technology

IBM PureData™ System for Analytics is a high-performance, scalable, massively parallel system that enables clients to gain insight from their data and perform analytics on enormous data volumes.

To gain an edge over the competition, organizations must rely on deep, sophisticated analytics on large volumes of historical data. Yet many companies are challenged by time-to-value for enabling new analytical capability, as well as maintaining service level agreements on existing analytics.

IBM PureData™ System for Analytics is a high-performance, scalable, massively parallel system that enables clients to gain insight from their data and perform analytics on enormous data volumes. Analyzing big data volumes are made simpler, faster and more accessible. This system, powered by Netezza technology, is designed specifically for running complex analytics on very large data volumes, orders of magnitude faster than traditional custom systems.

The PureData System for Analytics delivers the proven performance, scalability, intelligence, and simplicity your business needs. It is a low cost option; requiring minimal ongoing administration or tuning for a low total cost of ownership (TCO).

The IBM approach to data analysis is patented and proven. Minimize data movement, while processing the data at physics speed. Do this in parallel, on a massive scale, inside an easy-to-use data warehouse appliance extremely fast and at a low cost. And run business intelligence (BI) and advanced analytics that were previously impossible or impractical.

IBM PureData System for Analytics is a purpose-built, standards-based data warehouse and analytic appliance that architecturally integrates database, server, storage and advanced analytic capabilities into a single, easy-to-manage system. Designed for

VICOM INFINITY PUREDATA SERVICES DELIVER VALUE:

- Analytics at Physics Speed
- Extreme Competitive Edge
- Dramatically Simplifies Analytics
- Cost Effective Analytics Option
- Completely Integrated

rapid and deep analysis of data volumes scaling into the petabytes, it can help deliver insight never before possible, at a low cost of ownership.

The new PureData System for Analytics takes the success of a proven platform and technology one step further. The new N2001 model was designed not only for performance, but for data center efficiency. Why? Because today's world depends on more advanced analytics to gain a competitive edge. This increase in capability should come in a simple, agile, powerful system that is also highly efficient. The new PureData System for Analytics offers increased performance with no increase in power. All this comes with less floor space and less resources in the data center. That's innovation, where it matters.

The analytics opportunity

Deep, sophisticated analytics on volumes of historical data are integral to enterprises in an intelligent economy, giving them an edge over the competition. However, most organizations are challenged by both the time-to-market on new analytical capability as well as maintaining service level agreements on existing analytics. The time has come to shift the focus from managing complexity to simplicity and agility.

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Strategic analytics should not be complex to deliver and manage. IBM PureData System for Analytics is a scalable, hardware-accelerated, massively parallel system that enables clients to gain insight from enormous data volumes, 10-100 times faster than they can with traditional systems, without the need to copy the data onto a separate analytics server.

Fast. Scalable. Smart. Simple. Completely integrated.

IBM PureData System for Analytics is designed specifically for running complex analytics on very large data volumes, orders of magnitude faster than traditional custom systems. It delivers the proven performance, scalability, intelligence, and simplicity that organizations need to dive deep into their data.

Fast

The IBM PureData System for Analytics N2001's delivers a performance advantage over other analytic options. This comes from its unique asymmetric massively parallel processing (AMPP™) architecture that combines open IBM blade servers and disk storage with IBM's patented, hardware-accelerated data filtering, using field programmable gate arrays (FPGA's). This combination delivers fast query performance on analytic workloads that supports tens of thousands of business intelligence (BI) and data warehouse users, sophisticated analytics at the speed of thought, and extreme scalability.

IBM PureData System for Analytics N2001 delivers an average of three times faster performance for mixed workloads.

Scalable

With the IBM PureData System for Analytics solution, organizations can deploy the right-sized environments for their data volumes and workloads, and be confident that as data volumes grow, larger systems can be deployed quickly and easily if needed. The IBM PureData System for Analytics starts with a data capacity of 96 TB for a half-rack system and can grow to well over 700 TB for a four-rack system with built-in hardware compression of four times. This provides 50 percent greater capacity per rack than the N1001 series—without increasing the power or cooling requirements. IBM PureData System for Analytics provides near linear performance scalability as the size of the appliance grows, which means that organizations can pick the appropriate sized appliance to meet both their data volume and performance requirements. This is accomplished with predictable, scalable performance and no need to add significant additional resources to manage and maintain the appliance as data volumes grow.

Smart

IBM PureData System for Analytics dramatically simplifies analytics by consolidating all analytic activity in one place, right where the data resides. Moving analytics to the IBM PureData System is straightforward with IBM's embedded analytic platform, IBM Netezza Analytics. With support for PMML 4.0 models, data modelers and quantitative teams can operate on the data directly inside the appliance instead of having to off load it to a separate infrastructure and deal with the associated data preprocessing, transformation and movement. Data scientists can build their models using all the enterprise data, and then iterate through different models much faster to find the best fit. Once the model is

developed, it can be seamlessly executed against the relevant data in the appliance. Prediction and scoring can be done right where the data resides, in-line with other processing, on an as-needed basis. Users can get their prediction scores in near real-time, helping operationalize advanced analytics and making it available throughout the enterprise.

IBM Netezza Analytics offers a built-in analytical infrastructure and extensive library of statistical and mathematical functions, supporting a breadth of analytic tools and programming languages. It is delivered with a library of more than 200 prebuilt, scalable, in-database analytic functions that execute analytics in parallel while abstracting away the complexity of parallel programming from the developers, users and DBA's.

The Netezza Analytics functionality also includes in-database geospatial analytics that are compatible with the industry-standard Esri GIS formats. This enables easy integration into existing geospatial analytic environments, and analytics across location and corporate data at the same time and speed.

Simple and completely integrated

All of these new features are delivered with the same simplicity and ease-of-use that distinguish all IBM PureSystems. Based on proven Netezza technology, this simplicity and ease of development and deployment is what sets the IBM PureData System for Analytics apart. IBM PureData System for Analytics delivers high performance automatically, with no indexing or tuning required.

As an appliance, all of the integration of hardware, software and storage is done for you, leading to shorter deployment cycles and industry leading time-to-value for BI and analytic initiatives. The appliance is delivered ready-to-go for immediate data loading and query execution and integrates with leading ETL, BI and analytic applications through standard ODBC, JDBC and OLE DB interfaces.

Included with every system, Netezza Performance Portal provides a web-based GUI that helps administrators to monitor and manage hardware, administer database objects, configure workload management, view active sessions and monitor system resource utilization for capacity planning. The portal provides a consolidated administrative interface supporting one to many PureData Systems for Analytics from one, easy-to-use access point.

IBM PureData System for Analytics is architected for high availability from the ground up. All components are internally redundant, and the failure of a processing node (S-Blade) causes no significant performance degradation for a robust, production-ready environment from the moment the appliance is plugged into your data center.

IBM eliminates complexity at every step so you can redirect valuable resources to the initiatives that will actually impact the bottom line.

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The best value

IBM PureData System for Analytics is a cost effective analytic option. It requires minimal ongoing administration or tuning, minimizing internal resources as well as implementation costs, for an extremely low total cost of ownership. The performance and scalability of IBM appliances is available immediately, without requiring tuning, indexing, aggregations, etc.

IBM offers your company fast time-to-value for important BI and analytic initiatives, which will have a positive impact on your bottom line. With IBM on board, your organization is armed with more accurate intelligence to react quickly and accurately to any opportunities or threats the market may present.

At a time when companies need to be as agile as possible to react to changing market conditions and growing analytic demands, an uncomplicated, easy-to-maintain system that runs blisteringly fast and analyzes your growing data volumes makes a lot of sense.



IBM PureData System

CONTACT US

To discuss how PureData solutions can ensure that your IT Organization is operating at maximum efficiency and effectiveness, please contact us at:
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To learn more about Vicom Infinity, please visit our website at **VicomInfinity.com**